

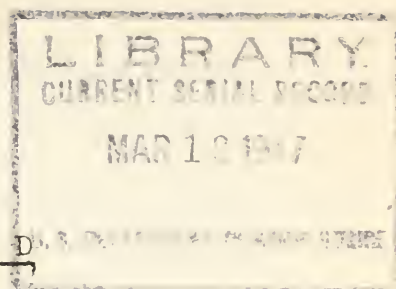
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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
150 Broadway
New York, 7, New York



YOUR FAMILY'S FOOD

For the Week of January 27, 1947

(Topics of the Week:

Final Crop Goals

Garden Planning Week

Chicken Every Sunday

Plentiful Foods

ANNOUNCER: ...Now for some suggestions about YOUR FAMILY'S FOOD...a program brought to you by Station _____ in cooperation with the United States Department of Agriculture. Our studio guest today is _____ of the Production and Marketing Administration's office in _____. Hello, _____. What's new?

PMA: Putting me right on the carpet, aren't you, _____? Well, among the newer things was the announcement recently of the 1947 farm production goals.

ANNOUNCER: Seems like we've been hearing about farm goals for some little time now...

PMA: Yes...but this was the final word.

ANNOUNCER: Oh, then everything's settled...

PMA: Everything ~~---s~~ except the plowing, planting, cultivating, spraying, and harvesting.

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ANNOUNCER: I guess we've come to have such faith in the American farmer that we just assume he'll meet the goals regardless of those details.

PMA: And that faith has been justified, all right. But I brought up the subject of food goals because I think they're of interest to consumers.

ANNOUNCER: Well, certainly they are. The distance from farm land to city table isn't very great. What are the final goals?

PMA: The Department has set a goal of roughly 356-1/2 million acres for 1947. This is substantially higher than the 345 million acres planted in 1946.

ANNOUNCER: That sounds like a lot of territory. What will be the leading crop?

PMA: First you want to understand that this total acreage to be planted includes feed grains and forage, and tobacco. But of the food crops, wheat leads with a goal of more than 71-million acres.

ANNOUNCER: I see. But now to go back a little, how did the Government arrive at these goals?

PMA: They take into account probable food needs, current supplies and so on. Then, last November, goals were recommended. These were reviewed by USDA Councils in each State, to see how they fitted in with local conditions. These two recommendations --- from national and local sources --- were then combined into the final goals we've just been talking about.

ANNOUNCER: Can you give us a quick picture of what these goals mean in terms of food...or perhaps I should say, types of food...?

FMA: I can try, at least, _____. Please remember, though, that "food" in the broad sense includes oil and fiber crops. Accordingly, flaxseed for linseed oil has a continued high goal, even at the sacrifice of a little less wheat. That's the principal change in the production pattern...the goals in all lines, however, call for continued high production.

ANNOUNCER: You've been speaking so far of cultivated crops. What about livestock, milk, and eggs?

FMA: These, of course, also are outlined in the goals. We're asking for a little more milk than we had this year. Meat production will be about the same as in 1946, although fewer hogs are expected. Eggs and poultry are about the same.

ANNOUNCER: In short, then, the goals are designed to insure plenty of food --- and fiber --- for all of us.

FMA: Yes indeed. One important point should be remembered, too. The small shifts in production for 1947 will make possible a start toward the return to soil conservation practices needed in good, long-time land use. As you probably know, the necessary production during the war years made it impossible to practice complete conservation --- such things as alternating crops, leaving certain fields fallow for a year, and so on, just couldn't be done. And while the 1947 goals don't allow as great a shift in this direction as would be desirable under normal conditions...nonetheless, they take a step in the

PMA: right direction.
(continued)

ANNOUNCER: I guess few of us realize just how thin the earth's layer of soil is. And, of course, all life is supported directly or indirectly from this bit of soil. So it's pretty important that we make the best of it.

PMA: That's a pretty complete statement of the aim of soil conservation. But speaking of the soil...I suppose lots of folks are already looking ahead to a bit of home gardening next spring. At least, the Department of Agriculture is.

ANNOUNCER: Frankly. I haven't gotten around to spading my garden yet...

PMA: I think you can let that part go for a while yet. What I was getting at is that next week --- February second to eighth --- is National Garden Planning Week.

ANNOUNCER: All right, let's make some gardening plans.

PMA: Well, next week is when garden and horticultural leaders of the nation will organize local groups for an effective post-war garden program.

ANNOUNCER: I understand the garden program for 1947 is a little broader than the wartime "Victory Garden" activity.

PMA: Yes...During the war, of course, the object was to produce all the food possible. Now, the idea is to produce nutrition... and have fun doing it. Also, more effort on lawn ornamentals, and trees will be encouraged, for, after all, that's gardening in its broadest sense.

ANNOUNCER: Say, I'll bet those people who raised such good vegetables during the busy war years can really go to town now that we have a little more leisure.

PMA: From reports I've heard, plenty of them are just waiting to get out and show their green thumbs in real style. And they'll be encouraged to go in for quality more than quantity.

ANNOUNCER: And that's where the nutrition will come in.

PMA: Yes, Secretary Anderson, in announcing National Garden Planning Week, said that farm and city folks alike appreciate the help gardening can give toward improving food habits by teaching people to eat greater amounts of the protective foods. He added that the home garden's contribution in healthful foods and happy home living was well demonstrated during the war, and pointed out that gardening will also be good for America in time of peace.

ANNOUNCER: -Then it's up to us to cooperate when the call comes during next week's observance of National Garden Planning Week.

PMA: Right. But to get back to more immediate things, I have some notes for meal planners. Especially those interested in saving money on a really tasty item of food.

ANNOUNCER: That covers everyone, so far as I know.

PMA: I hope so. Anyway, we can return to the custom of chicken very Sunday anytime now...with tender, young broilers from the Del-Mar-Va region on the bill o' fare.

ANNOUNCER: Sure sounds good. But let's hear more about the Del-Mar-Va

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ANNOUNCER: area --- where it is and what it is and so on.
(continued)

PMA: Well, the area I'm speaking about is that peninsula cut out of the east coast by Chesapeake Bay. The peninsula is made up of parts of the states of Delaware, Maryland, and Virginia --- hence the name: Del-Mar-Va.

ANNOUNCER: And farm production there centers on poultry, I take it.

PMA: Yes...but more on meat birds than eggs. In fact, it's the largest broiler factory in the world.

ANNOUNCER: Broiler factory --- hey, that's all right.

PMA: And the current crop of tender, meaty broilers is a bumper one. All of which leads us back to the fact that you'll find plenty of these broilers at your butcher's at attractive prices.

ANNOUNCER: Tell us a little bit about broilers themselves...the difference between broilers and fryers and so on.

PMA: According to the accepted classifications at most markets, a broiler is a young chicken about 8 to 12 weeks old, of either sex. Usual marketing weight is just under 2-1/2 pounds each, or about 30 pounds per dozen birds. Of course, they're intended to be cooked to tenderness by broiling alone. Sometimes you'll run across lighter weights that are called "squab broilers."

ANNOUNCER: I suppose that as chickens grow older and larger their market classes change.

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PMA: That's about it. Fryers are the next older group after broilers. Usually, the fryer is between 13 and 20 weeks old, weighing more than 2-1/2 pounds but not over 3-1/2. I hope I won't confuse you by adding, however, that these weight limits are not absolute. In other words, a tender chicken weighing three pounds, say, might still be broiled.

ANNOUNCER: Oh, I think we all understand that there must be a certain amount of give and take in such things. By the same token, there's no law against frying a chicken that's in the broiler weight-and-age group.

PMA: No, except that frying shrinks the meat more than broiling... which means that if you tried to fry a very small bird...say a two-pounder...you'd probably end up with about one good mouthful of chicken meat.

ANNOUNCER: Okay. Now assume that a bird lives long enough to outgrow the fryer class, does he or she become a roasting chicken?

PMA: You've hit it. The marketing people class as a roaster any young chicken between five and nine months old, weighing over 3-1/2 pounds, and, of course, sufficiently soft-meated to be cooked tender by the roasting method.

ANNOUNCER: After that comes fowl and old roosters.

PMA: Yes, after the roasting stage, the sexes are divided. Mature female birds of any age or weight become fowl or stewing chickens. And the male mature bird is usually referred to as a rooster or a cock, and has pretty tough, dark flesh. Those are the more

PMA: common classifications. Of course, we also have stags and capons,
(continued) but these are seldom very plentiful.

ANNOUNCER: You've been referring to these classes as "marketing classes".
Are they official in any way?

PMA: I guess you could call them official. The U.S. standards on
chickens include the classes we've been talking about. But the
terminology in popular use varies in some areas. For example,
in this section of the country, poultry dealers break down roast-
ing chickens into pullet roasters in addition to just plain
roasters.

ANNOUNCER: But to the USDA a roaster is always a roaster without further ado.

PMA: That's it. Graders of the Poultry Branch are more interested in
the quality of the bird within a given class.

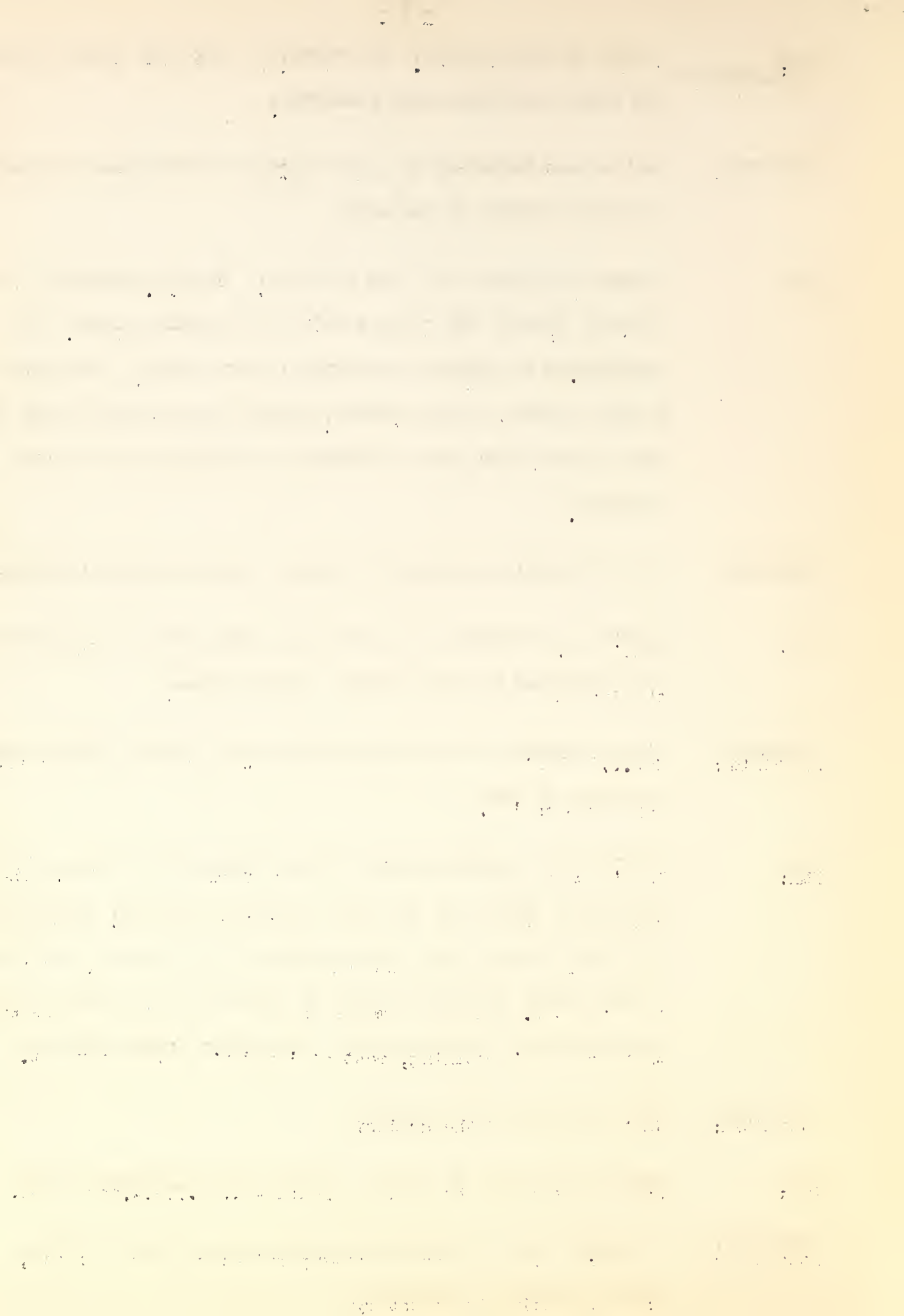
ANNOUNCER: Say...I didn't realize that chickens were graded. Never saw
any marks on 'em.

PMA: That's where poultry grading differs from meat grading. The
grade mark appears on the box containing 12 birds. Naturally,
the retail dealer puts them on display in his cases, and throws
the box away. Unless he makes an effort to let customers know
what grade he's selling, most of 'em don't think about it.

ANNOUNCER: What are some of the grades?

PMA: Poultry is graded by letter. Double-A...A...B...and so on.

ANNOUNCER: I suppose like all Government-supervised grading of foods,
poultry grading is voluntary?



PMA: Yes, it is.

ANNOUNCER: I should think, then, that if a poultry packing plant pays for having its product graded, some effort would be made to let the ultimate consumer know about it.

PMA: Actually, there is a way. Some packers attach tags with the grade mark to the wings. But this is an added expense, of course, and not many packers do it. Incidentally, the rules specify that if these wing labels are requested, then they must show the class of the chicken in addition to the grade.

ANNOUNCER: But I still say that if a majority of graded stock reaches the consumer without any labels, why do packers want the service at all?

PMA: For the same reason that so many fruits and vegetables are inspected and graded in wholesale channels — mutual protection of buyers and sellers. Also, grading assures ease and efficiency of handling, since all birds of a size and kind will end up in one box or barrel. But let's call a halt here...this all started just because I wanted to tell about the plentiful supply of Del-Mar-Va broilers now on the market.

ANNOUNCER: Well, I think we got some good information there...and when the folks go down to buy a broiler they'll have a pretty good idea of what they're looking for.

PMA: Then I guess it's all right...the important thing is to take ad-

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Figure 1. The effect of the concentration of the H_2O_2 solution on the amount of the released H_2O_2 from the H_2O_2 -loaded hydrogel. The amount of the released H_2O_2 from the H_2O_2 -loaded hydrogel was measured at 37 °C for 24 h. The amount of the released H_2O_2 from the H_2O_2 -loaded hydrogel was measured at 37 °C for 24 h. The amount of the released H_2O_2 from the H_2O_2 -loaded hydrogel was measured at 37 °C for 24 h.

PMA: vantage of the big crop of tender broilers right away, while
(continued) prices are low.

ANNOUNCER: And while you're at it, _____, you may as well complete
the Sunday chicken dinner. What vegetables are plentiful this
week?

PMA: I certainly can't let this week go by without mention that it's
sort of an unofficial National Onion Week. Onions are plentiful,
inexpensive, and of best quality.

ANNOUNCER: You might add that onions are used throughout the world to add
just the right "touch" to the more famous dishes of all countries.

PMA: You're right...the onion is a real boon to good cooks everywhere.

ANNOUNCER: What else is plentiful?

PMA: Quite a variety, _____. Just quickly looking over the
latest reports from markets in this area, we find apples, citrus
fruits, potatoes, carrots, turnips, cauliflower, celery, and
spinach. Then in some markets, you'll find snap beans in good
supply, along with sweet potatoes, and kale.

ANNOUNCER: And that winds up another in our series on YOUR FAMILY'S FOOD.
Our guest this morning was _____, of the Pro-
duction and Marketing Administration office in _____.

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